



WATER EDUCATION
FOUNDATION

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May 12, 2005

Nick Pinhey, Director of Public Works
City of Tracy
Boyd Service Center
520 Tracy Boulevard
Tracy, CA 95376

Dear Mr. Pinhey,

Thank you for contacting the Water Education Foundation about working with the City of Tracy on a pollution prevention education project. We are excited about the opportunity to work with you to increase awareness and education about this important topic.

For more than 25 years, the Water Education Foundation (WEF) has been a unique resource for unbiased information about water issues. A nonprofit, impartial organization, the Foundation maintains a strong commitment to high standards of objectivity and balance in all of its publications and programs, earning respect from all sides of the debate over water in California and the Southwest.

The Foundation's goal is to explain the complexities of water issues from all viewpoints so that people can make better informed decisions about one of our most critical resources. The Foundation's programs and publications reach a broad audience: policy-makers and leading stakeholders in the agricultural, environmental and urban water groups; members of the media, who assist our efforts to educate the general public; and teachers and school children and their families.

Our proposal to the City of Tracy is for funding to support the revision, printing and distribution of 5,000 copies of a new version of the ***Layperson's Guide to Water Pollution*** and the production and distribution of 10,000 copies of a ***California Water Pollution Facts*** booklet, designed as a companion piece to the Guide. The Layperson's Guide is geared towards an audience of decision-makers while the booklet is geared towards the general public. We are requesting support in the amount of \$60,000 for this project which includes \$40,000 for the ***Layperson's Guide to Water Pollution*** and \$20,000 for ***California Water Pollution Facts*** booklet. The project can be completed within a year from the date of award. The specifics of the proposal follow.

Proposal

We propose to re-write and publish a new Layperson's Guide to Water Pollution. We will credit prominently on the inside cover the City of Tracy for the complete development and publication of the Guide. The City of Tracy will receive 250 guides for distribution. Approximately 5,000 guides will be sent by the Foundation to reporters, water agencies, watershed organizations, cities, counties and members of the public.

As a complimentary piece, the Foundation will produce and publish a California Water Pollution Facts booklet. Again, the City of Tracy will be credited prominently on the inside cover and will receive 5,000 copies of the booklet for distribution. An additional 5,000 will be printed for distribution by the Foundation.

Layperson's Guide to Water Pollution

Originally published in 1996, the 20-page Layperson's Guide to Water Pollution introduces readers to the problems associated with water pollution and possible solutions. The Guide educates readers by defining the difference between point source and nonpoint source pollution. Additionally, the Guide provides background information on the passage of the 1972 federal Clean Water Act and how the act focused primarily on point source pollution – ensuring that industries and municipal wastewater treatment plants clean up their waste before discharging it into a waterway.

After introducing the reader to the types of pollution and the background information on the Clean Water Act, the Guide then explains the concept of nonpoint source pollution and its effects on California's surface water, rivers, lakes and groundwater supplies. Today, nonpoint source pollution is considered the most prevalent form of pollution in California and much of the nation. The Guide educates readers about the major pollutants associated with nonpoint discharges such as pesticides and fertilizers, industrial solvents and sediment, and explains the costs and consequences of such pollution. Eight regional case studies offer further insight into issues associated with nonpoint source pollution from urban stormwater runoff to algae blooms to sediment. Finally, the Guide explores potential solutions to reduce such nonpoint source pollution and introduces the general public to the concept of watershed management.

Much has changed in the nearly ten years since this guide was published. The publication needs significant modifications, and will

most likely be expanded to 24 pages to allow for a more thorough discussion of water pollution issues. New information will be added in the background section on the treatment of point source pollutants prior to their discharge, i.e. the steps involved in wastewater treatment and infrastructure needs. The Guide will also explore the progress made to date on fulfilling the Clean Water Act's goals of ensuring that the nation's waters are "fishable and swimmable." Information on nonpoint source pollution control efforts will be added, explaining the concepts of TMDLs (total maximum daily loads) for different waterways and BMPs (Best Management Practices).

To personalize the issue, readers will be educated about how everyday practices result in increased pollution of not only surface water, but groundwater. Watershed management will be more thoroughly explained by adding the concept of the importance of knowing your watershed address – essentially, where your water originates and where your trash, etc. go. Readers will learn about problems associated with stormwater runoff such as motor oil, trash, sediment and farm and garden products such as fertilizers and pesticides. They will learn how such pollutants can contaminate drinking water sources from rivers and streams and underground aquifers. Perhaps most importantly, the public will learn how they can help solve the problem of nonpoint source pollution.

The draft copy of the revised publication will undergo the Foundation's thorough technical review process. A representative group of approximately 50 stakeholders and experts will be invited to comment on the draft. Once the Guide has been edited to incorporate necessary changes, it will be sent for graphic design, printed and distributed statewide.

California Water Pollution Facts Booklet

As a compliment to the Guide, the Foundation will produce a California Water Pollution Facts booklet. Based on materials included in the Guide, the 15 page booklet will be designed as a giveaway piece appropriate for distribution at schools, county fairs and in customer mailings. The 5 x 8.5 inch booklet will contain eye-catching charts and photos and can be produced in both English and Spanish versions.

We view this as an exciting opportunity for the City of Tracy to support a water pollution education effort whose effects will be far reaching. We look forward to having the opportunity to work with you on this important project.

Nick Pinhey
May 11, 2005
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ATTACHMENT A

Please contact me if you have any questions about this proposal or would like any additional information. I can be reached at (916) 444-6240 or by email at rsudman@watereducation.org.

We look forward to hearing from you soon.

Sincerely,

Rita Schmidt Sudman
Executive Director

Layperson' s Guide to Water Pollution
Proposal to City of Tracy
May 12, 2005

Personnel Expenses

	Hours	Rate	Total
Executive Director	25	100.00	2,500
Project Director	60	75.00	4,500
Writer	200	75.00	15,000
Office Assistant	40	50.00	2,000
			<u>\$24,000</u>

Operating Expenses

Photographs	350
Postage	483
Printing	6000
	<u>\$6,833</u>

Contractual

Graphic Design	2500
	<u>\$2,500</u>

SUBTOTAL: \$33,333

Indirect Costs

IDC @ 20%	\$6,667
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TOTAL: \$40,000

Water Pollution Facts Booklet
Proposal to City of Tracy
May 12, 2005

Personnel Expenses

	Hours	Rate	Total
Executive Director	15	100.00	1,500
Project Director	20	75.00	1,500
Writer	25	75.00	1,875
Office Assistant	30	50.00	1,500
			<u>\$6,375</u>

Operating Expenses

Photographs	250
Postage	292
Printing	7,000
Translation Services	1,000
	<u>\$8,542</u>

Contractual

Graphic Design	<u>1,750</u>
	\$1,750

SUBTOTAL: \$16,667

Indirect Costs

IDC @ 20%	\$3,333
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TOTAL: \$20,000

Layperson' s Guide to Water Pollution & Water Pollution Facts Booklet

Proposal to City of Tracy

Timeline for Completion of Project

[illegible]